

## **Rebound, Rebuild, Recover Agenda**

The Rebound, Rebuild, Recover Conference contains 30 hours of content in 5 different educational tracks. The agenda for each room is listed below. Note that some tracks contain repeated information. You can jump around to watch anything you want in any order you want. Access to the content in the platform software will end on July 28, 2020.

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Dog Training Room: Page 4

Pet Sitting/Dog Walking Room: Page 7

Grooming Room: Page 10

Retail Sales Room: Page 13

### **DAYCARE/LODGING ROOM**

#### **Welcome to Rebound, Rebuild, Recover**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

We're so glad you are joining us for Rebound, Rebuild, Recover! Robin and Susan will share tips on navigating and maximizing your time at our virtual conference. Participating LIVE is key to getting your specific questions answered from the speakers, meeting vendors that are here to help your business and to win PRIZES!!! We have LOTS of prizes so don't miss the education, fun and chance to network with a great community of support. This session is important to setting yourself up for a great conference and business for success after COVID-19.

#### **Panel Discussion - What Have We Learned from COVID19?**

Susan Briggs MA, CPACO

Charlotte Biggs, CPACO

Candace D'Agnolo

Khara Schuetzner, MA, CPDT-KSA, CNWI

Beth Stultz-Hairston

Joe Zuccarello

Pet businesses are diverse in their service mix and operating strategies. We learned early on in the pandemic that various revenue streams were impacted differently. Join our panel of industry leaders in the core revenue streams for the insights and lessons learned from hundreds of businesses in their community. Leaders from Association of Professional Dog Trainers, Paragon School of Grooming/Learn to Groom, Pet Boss Nation and Pet Sitters International join The Dog Gurus to share insights on rebounding from the pandemic.

#### **Virus Proofing Your Business**

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#### **Introduction to Marketing Funnels**

Robin Bennett, CPDT-KA

Get your marketing funnel set up NOW! If you aren't using marketing funnels, now is the time to start. This session will give you the down and dirty on: The latest on lead generation strategies, Where do you find new clients? How to use your website to generate leads (if you aren't you should be!), Understanding a "funnel" and how to create one? Take home "done for you" marketing funnels so you can get started immediately.

#### **The Secret to Making a Profitable Choice**

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Get profitable pricing strategies to help you ensure you are making enough to sustain your business AND take home a paycheck. This session will you understand how to make profitable business decisions as you rethink your current business model. Take home a done-for-you template you can use for any of your services to ensure you're always choosing the best price!

### **Effective and Profitable Organizational Chart**

Charlotte Biggs, CPACO

Kari Campbell, CPACO

Now is the time to reorganize your facility. Have you thought about the best way to structure your team to maximize efficiency and reduce payroll? In this session you'll take away some sample layouts for an organizational structure and learn how to determine the best structure before you assign team members to the roles. Understand the importance of job descriptions in matching the organizational structure to ensure everyone is working in their core area of responsibility. Create your structure now and maximize your efficiency and payroll when you start up again.

### **Step up, Stand out & Successfully Communicate Change**

Lori Davis

Instead of waiting for the "new normal" to define how you run your business, now is the time to trust in yourself and what brought you this far. Now is the time to commit to new services and new policies that will catapult your business into a bright and prosperous future. How do you communicate policy updates that allow you to deliver services more efficiently? What have you wanted to do differently, but you weren't sure how to create buy-in with employees and clients? This session will empower you and provide you with the tools necessary to step up, stand out, and successfully communicate change in your business now, and for years to come.

### **Daycare 2.0 - If you haven't taken the leap, now is the time!**

Robin Bennett, CPDT-KA

Daycare 2.0 - The Dog Gurus have been recommending an enrichment-based model of daycare for nearly 5 years. It is not only the industry trend...it is the current strength of any daycare program. Learn what's involved in changing your program to an enrichment-based model.

### **Closing Day 1**

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### **Creating Staff Efficiencies**

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You have the chance to create a more efficient operation as you rebuild. For teams that resisted change, everything has changed so seize the moment. It's the perfect time to implement systems that will save you time and money. In this session learn how to take advantage of a clean slate. Get your SOP's aligned to your vision and set time targets for getting tasks done. Find and eliminate time wasters. Set clear expectations for trainers including holding staff to process timelines and outcomes. Focus on bringing back and hiring rock stars that require less daily management and oversight.

### **Regroup, Rebuild & Sell with Integrity**

Lori Davis

The COVID-19 crisis is not the end of your business dreams, but it may be the end of your business as you once knew it. You have changed, and so have your customers. Right at this moment, you have the opportunity to regroup and rebuild your business. Keep what worked, but enhance it. Throw out what wasn't working or what will not work now, and replace it with a fresh, more profitable alternative. Embrace your feelings of vulnerability and then promote what you do with authenticity and integrity. Selling what you do is only creepy when it sounds like BS. A successful business in the pet industry is one built on trust, period. In this session, you will learn how to nurture existing connections and build long-term, loyal client relationships to help you rebuild and rebound from this crisis being better than ever!

### **Panel Discussion: Finding Opportunities for Your Business from the Pandemic**

Robin Bennett, CPDT-KA  
Susan Briggs MA, CPACO

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### **Staff Training for Job Success**

Robin Bennett, CPDT-KA  
Susan Briggs MA, CPACO

Are you dreading the old staff frustrations like repeating how to do tasks? Or the lack of consistency between staff doing tasks? Now is your chance to leave those frustrations behind with the pandemic. In this session you'll get ideas on revamping your staff training program. Create a training program that gets consistent results and helps retain your A team!

### **Staff Training for Job Success Part 2: Demo**

Susan Briggs MA, CPACO  
Robin Bennett, CPDT-KA

This is a continuation of the first part of Staff Training for Job Success. We will demo some ideas on setting up your staff training program.

### **KPI's - Your Key to Increasing Profits**

Susan Briggs MA, CPACO

Key performance indicators can help you make profitable decisions as your business starts to recover. Learn the key indicators to track that will provide insight to your recovery and keep you on track to achieve your goals. In this session you'll get ideas to create your custom business KPI dashboard. Put surprises behind you by having the data you need to make key decisions during your recovery.

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The early bird gets the worm! Be proactive and start inviting clients back now. Robin and Susan will share ideas on getting reservations back on your calendar now. Also get tips on managing services that will be in high demand as the stay at home orders lift.

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Knowing your new financial plan is key to a successful recovery. In this session we will help you create scenarios to forecast future revenues so you can plan the right time to bring staff back. You'll also learn how to convert your budget to a cash flow plan to ensure you have the funds needed to pay yourself and your team.

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### **Event Close & Grand Prize Drawings!**

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## DOG TRAINING ROOM

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### **Dog Training in the Digital World**

Trevor Smith, CPDT-KA

Is your dog training business ready for the new digital landscape? In this session we narrow down where to begin and what tools are available for you to be successful.

### **Using Today's Technology to Keep Your Clients and Their Dog's Training Moving Forward**

Trevor Smith, CPDT-KA

If you can't hold face-to-face classes and can't do in-home training, the APDT has you covered! This webinar will provide you with an understanding of how technology can assist you as a trainer in staying connected with your clients. Trevor Smith, CPDT-KA, shares some online resources for you to stay in front of your clients and keep your business operating as smoothly as possible during uncertain times. He will also share how to utilize Facebook, Zoom and other platforms, which will provide you with steps to use today's technology to keep your clients and their dog's training moving forward.

### **Canine Colors: Personality Analysis for Pet Professionals Part A**

Beth Bowers, CMPTI, CPPS, CCCFT, CPDT-KA

A fun new way to look at personality testing for dogs AND the colorful humans that own them and work with them! Have you ever wondered why a dog isn't quite working in your class or in their home environment? Have you ever considered why a client seems to not be on the same page as you? Have you ever wished you could find a simplified way to work better with your employees or team members? Canine Colors is a fun, easy-to-use method for building strong relationships and enhancing communication among your team or your clients. It has an added fun feature of being able to help people understand their dogs on a whole different level and even better, help you pair people with the RIGHT dog for their personality! Based on years of temperament experience, your organization will embrace this program, as it is tailored specifically for understanding the Canine World.

### **Canine Colors: Personality Assessment for Dogs Part B**

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temperament experience, your organization will embrace this program, as it is tailored specifically for understanding the Canine World.

### **Pets and People Thriving and Learning Together During any Difficult Time**

Meg Harrison

Difficult times can bring out the best in us, the most creativity, and optimum co-operation. Time-honored approaches to emotional and behavioral wellbeing are more important than ever. We will offer new insights including practical applications of these remedies in the most challenging times. As we move forward in our practices, emerging from this global pandemic we will have a whole new set of valuable skills... more tools for our belt, box, or apron.

### **How to Become a Dog Trainer**

Fanna Easter

Brad Phifer

This session will answer the most common questions on becoming a dog trainer. What school do I attend, can you earn a living as a dog trainer, how do I become a dog trainer, how do I get certified? You will be provided with numerous resources to assist you in your quest to becoming a dog successful dog trainer. Dog training is a tremendously rewarding career and APDT want to make sure you know what is involved in becoming a trainer. Start here!

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### **Purpose Over Profit**

Megan Stanley

Megan will share how the focus on the well-being, providing support and doing good for your clients and team is critical right now. She will provide you with a variety of creative ways you can position yourself as an expert, community builder and helper that will ensure your business not only survives, but thrives, through the pandemic.

### **Take Your Training Online**

Megan Stanley

Taking your training online can be quite an undertaking, especially if you are not tech-savvy. Megan Stanley, is going to provide you with information with on various online platforms to help you design a training program that works for you. Megan has been using online training for several years and she offers you some tips and tricks that have worked for her business. Sit back and get ready to take your training online!

### **Essential Business Riding on The Inflatable Shark**

Mark Forrest Patrick, ABC, IACP, CGC evaluator

Khara Schuetzner, MA, CPDT-KSA, CNWI

We will be talking about running your part of your business during the COV-19. Communicating with clients and employees during the uncertain times, and how to keep moving forward.

### **Locking Down the Legal Side of Your Business**

Heidi Meinzer

As an attorney and dog trainer, Heidi will review the legal do's and don'ts for your business, including the steps you absolutely must take for basic liability protection. She will also help you navigate the ever -hanging legal landscape with COVID-19, and will make suggestions for your business to weather the storm in emergency situations.

### **Preventing Separation Anxiety While "Sheltering in Place"**

Fanna Easter

Many pet parents are concerned their dogs will develop separation anxiety while "sheltering in place". Learn quick and easy tips to prevent separation anxiety from creeping up. Also, if your dog does have separation anxiety, learn where to seek help.

### **Start Inviting Clients Back Now**

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### **Pet Loss & You**

Coleen Ellis

Loving a pet will eventually come with losing a beloved pet. Pet lovers did all they could for their pets in life, and truly do want to do all they can in the love, care and support for them in the end. This session will bring to light the roles everyone can play in being a companion to pet lovers in the full life cycle and circle of care, as well as how this type of care can be added to your own business model.

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## PET SITTING/DOG WALKING ROOM

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### **5 Keys to Being a Successful Pet Sitter**

Meghann Evans

Over the past two and a half decades, Pet Sitters International has worked with tens of thousands of pet-sitting and dog-walking business owners as they start, grow and operate their businesses. While each business is unique, PSI has found that there are some common factors that help individuals succeed in this industry—regardless of whether they are just thinking of starting a pet-sitting business or have been pet sitting for years. We will explore those five keys to success in this session.

### **Policies and Procedures for Pet-Sitting and Dog-Walking Businesses**

Beth Stultz-Hairston

Your company's policies and procedures inform your clients, protect your business and help maintain your sanity! In this session, Pet Sitters International walks you step by step through common policies that professional pet-care businesses have implemented. In addition, PSI will share recommended company procedures—particularly for business who use staff sitters.

### **Introduction to Marketing Funnels**

Robin Bennett, CPDT-KA

Get your marketing funnel set up NOW! If you aren't using marketing funnels, now is the time to start. This session will give you the down and dirty on: The latest on lead generation strategies, Where do you find new clients? How to use your website to generate leads (if you aren't you should be!), Understanding a "funnel" and how to create one? Take home "done for you" marketing funnels so you can get started immediately.

### **Customer Service Tough Topics for Pet Sitters**

Casey Parker

As a professional pet sitter, there are aspects of customer service that may fill you with anxiety. In this session, Pet Sitters International will empower you to handle client complaints, end customer relationships, and institute price increases with

professionalism and ease. Whether you are new to pet sitting or an experienced professional, this session will offer you practical how-to's that you can use to make these tough topics headache-free.

### **Step up, Stand out & Successfully Communicate Change**

Lori Davis

Instead of waiting for the “new normal” to define how you run your business, now is the time to trust in yourself and what brought you this far. Now is the time to commit to new services and new policies that will catapult your business into a bright and prosperous future. How do you communicate policy updates that allow you to deliver services more efficiently? What have you wanted to do differently, but you weren't sure how to create buy-in with employees and clients? This session will empower you and provide you with the tools necessary to step up, stand out, and successfully communicate change in your business now, and for years to come.

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### **Compassion Fatigue in Professional Pet Sitting**

Beth Stultz-Hairston

Caring for pets can be deeply rewarding, but it is the very love and care that you extend to those pet companions that puts you at risk for compassion fatigue. In this session, Pet Sitters International will explain compassion fatigue as it applies to professional pet sitters and offer some tips to combat it so that you can offer the best possible care for pets and for yourself.

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### **Using Facebook Live to Engage Your Audience**

Beth Stultz-Hairston

Does the thought of doing a live video make you a bit nauseous? There are some very compelling reasons to overcome your fear (or just outright dislike) of live video. In this session, Pet Sitters International will share the equipment you'll need for live videos, what you should and should not include on live videos, and best practices for using the platform as a pet-care professional. Real-life examples of pet-care businesses effectively using Facebook Live will be shared, as well as tips for using Facebook Live videos as marketing tools to gain new clients and increase service requests.

### **KPI's - Your Key to Increasing Profits**

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## GROOMING ROOM

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### **What Gets Measured, Gets Done**

Joe Zuccarello

What are KPI's and what is the importance of understanding Managerial Accounting? We will discuss The Big Three - Revenue, Expenses, Profit and how to measure your grooming business using Joe's Tracker Tool for Managing Grooming. What do we know when we know it? What story do the numbers tell us? What do we do with that knowledge? We will explore the answers to these questions and more! Free PDF Grooming Tracker Tool download is included in this Seminar!

### **The Secret to Making a Profitable Choice**

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Get profitable pricing strategies to help you ensure you are making enough to sustain your business AND take home a paycheck. This session will you understand how to make profitable business decisions as you rethink your current business model. Take home a done-for-you template you can use for any of your services to ensure you're always choosing the best price!

### **Stop Hiring Groomers!**

Joe Zuccarello

The deficit for talented groomers is real and it has lasted at least as long as Joe's 35 years in the industry. If there is a groomer available, there's a reason (not all bad) - but true! We will explore the true costs of employee turnover. We will talk about hiring Rock Stars and why growing your own Groomers is the best path for growing your business. We will also cover topics including: Employee Loyalty, Where to find Future Groomers, Interview Questions to determine capabilities. Free Recruiting and Interviewing Guide PDF Download is included in this Seminar!

### **Step up, Stand out & Successfully Communicate Change**

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### **Creating a Culture Employees Don't Want to Leave**

Joe Zuccarello

How do you define the term “Culture”? How does your team define the term “Culture”? Do you know WHY you do what you do? Does your team? What is the importance of creating Purpose? What is a USP? What’s your USP? What are the true costs of turnover? What are the first steps in correcting your Culture? There’s a lot of ground to cover together in this session so Buckle Up! Culture Building Guide PDF download included in this Seminar!

### **Panel Discussion: Finding Opportunities for Your Business from the Pandemic**

Robin Bennett, CPDT-KA

Susan Briggs MA, CPACO

Can your business be stronger after the pandemic? There are business owners that are finding ways to add revenue streams and modify delivery of others. Find out from our panel of experienced business owners how they prepared to weather the challenge and even find a rainbow of opportunity on the other side. We're excited for these Profit Gurus to share their experiences: Cindi Carter owner Walks and Wags, Ed Kaczmarek and Dan Gaughan co-owners Urban Pooch, Anna Torres-Radle owner Fieldstone Animal inn, Karoline Brewer owner PawHootz Pet Resort, Dee Dee Fasquel owner Luckydog Day & Night Care and Kristen Heaney, founder Yard Bar.

### **Staff Training for Job Success**

Robin Bennett, CPDT-KA

Susan Briggs MA, CPACO

Are you dreading the old staff frustrations like repeating how to do tasks? Or the lack of consistency between staff doing tasks? Now is your chance to leave those frustrations behind with the pandemic. In this session you'll get ideas on revamping your staff training program. Create a training program that gets consistent results and helps retain your A team!

### **Staff Training for Job Success Part 2: Demo**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

This is a continuation of the first part of Staff Training for Job Success. We will demo some ideas on setting up your staff training program.

### **Grooming Goldmine**

Joe Zuccarello

Want to offer grooming but it didn't work out for you before?

Want to offer grooming but are afraid to because you don't know much about grooming?

Grooming can complete your ability to provide 100% of what the pet needs from a service provider. Grooming can create substantial income through cross pollination with other services you provide. If you have existing groomers and grooming services, consider investing in their skill level. If you don't have grooming, start 'small' with an established Groom Tech department- then watch who rises to the top for further training and who will be your future Groomers!

We will also cover the importance of Total Customer Experience during Grooming – and Extra Services Importance to your bottom line!

### **Start Inviting Clients Back Now**

Robin Bennett, CPDT-KA

Susan Briggs MA, CPACO

The early bird gets the worm! Be proactive and start inviting clients back now. Robin and Susan will share ideas on getting reservations back on your calendar now. Also get tips on managing services that will be in high demand as the stay at home orders lift.

### **Know Your New Plan: Forecasting and Budgeting Updates**

Susan Briggs MA, CPACO

Knowing your new financial plan is key to a successful recovery. In this session we will help you create scenarios to forecast future revenues so you can plan the right time to bring staff back. You'll also learn how to convert your budget to a cash flow plan to ensure you have the funds needed to pay yourself and your team.

### **Benefits of Community & Coaching**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

As you look to recover from the pandemic don't go it alone! There are great communities available in the pet industry to find support. These range from free social media groups to low-cost memberships and coaching programs. Robin and Susan will share tips for finding the support group of like-minded business owners that will help you rebound, rebuild and recover!

### **Event Close & Grand Prize Drawings!**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

Let's get together to share insights and opportunities gathered during the last day of Rebound, Rebuild, Recover! Robin and Susan will answer questions and share ideas on how to keep your positive momentum going as you get back to running your business. Also, don't miss your chance to win one of our grand prizes!

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## RETAIL SALES ROOM

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### **Welcome to Rebound, Rebuild, Recover**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

We're so glad you are joining us for Rebound, Rebuild, Recover! Robin and Susan will share tips on navigating and maximizing your time at our virtual conference. Participating LIVE is key to getting your specific questions answered from the speakers, meeting vendors that are here to help your business and to win PRIZES!!! We have LOTS of prizes so don't miss the education, fun and chance to network with a great community of support. This session is important to setting yourself up for a great conference and business for success after COVID-19.

### **Panel Discussion - What Have We Learned from COVID19?**

Susan Briggs MA, CPACO

Charlotte Biggs, CPACO

Candace D'Agnolo

Khara Schuetzner, MA, CPDT-KSA, CNWI

Beth Stultz-Hairston

Joe Zuccarello

Pet businesses are diverse in their service mix and operating strategies. We learned early on in the pandemic that various revenue streams were impacted differently. Join our panel of industry leaders in the core revenue streams for the insights and lessons learned from hundreds of businesses in their community. Leaders from Association of Professional Dog Trainers, Paragon School of Grooming/Learn to Groom, Pet Boss Nation and Pet Sitters International join The Dog Gurus to share insights on rebounding from the pandemic.

### **Virus Proofing Your Business**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

To rebound from the pandemic it is important to do an honest assessment of your business. During this seminar Robin and Susan share key lessons learned from their community members related to revenue streams, access to working capital, operational efficiencies, flexibility and relationships. Don't miss observations of the traits shared by business owners that are optimistic and see the rainbow on the other side of today's storm.

### **Retail 101**

Candace D'Agnolo

No matter what type of pet business you have... you can sell pet products! You don't have to be an official "retailer" to earn extra cash in this category. If you're considering adding retail, have struggled with retail or are seeing some success at the cash register, then this session is for you! Retail 101 will give you the basics when it comes to choosing your inventory, knowing how much to order, how to source your products and even some critical techniques to make all the difference.

### **The Secret to Making a Profitable Choice**

Susan Briggs MA, CPACO

Get profitable pricing strategies to help you ensure you are making enough to sustain your business AND take home a paycheck. This session will you understand how to make profitable business decisions as you rethink your current business model. Take home a done-for-you template you can use for any of your services to ensure you're always choosing the best price!

### **May Marketing Ideas for All Pet Businesses**

Candace D'Agnolo

May is National Pet Month, has Dog Mom's Day, Mother's Day and many more unique holidays you can explore! In this session learn how to up-level your marketing with engaging social media and virtual events that you can swipe and implement right away when you leave the conference!

### **Fast Track to Social Selling**

Candace D'Agnolo

With businesses closed all over the country, it's truly time to leverage your social media channels! Facebook and Instagram can become your "virtual business". 100%!! In this session, learn strategies to engage with, sell products and services "QVC" style and gamify the experience. Keeping you relevant, top of mind and still driving revenue all during quarantine.

### **Using Facebook Groups to Drive Revenue**

Candace D'Agnolo

The key component in Facebook's algorithm for unpaid reach is "meaningful interactions". They want to highlight engaging conversations. Having a hard time creating engaging content on your general business page? It's time to consider and adapt the strategy of Facebook Groups. You'll learn in this session you'll learn my absolutely favorite type of group and specific techniques create raving fans of your business!

### **Closing Day 1**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

Let's get together to share insights and opportunities gathered during the first day of Rebound, Rebuild, Recover! Robin and Susan will answer questions and preview the happenings on Day 2. Also, don't miss knowing how to ensure you are eligible to win one of our grand prizes at the end of the conference!

### **Pricing for Profit**

Candace D'Agnolo

Focus a lot of time and energy getting new customers into your store? Tired of spending money on marketing and not seeing results at your cash register? What if there was a way to increase your sales, improve your margins and it doesn't relate to marketing or giving discounts? Well it's possible! In this session, learn the best kept secret... the psychology of pricing. Walk away with a clear plan on how to make more money in your business immediately.

### **Inventory Management 101**

Candace D'Agnolo

Mismanaged inventory can quickly lead to cash flow problems and decreased profitability. Well timed inflow of goods puts you in the best position to sell at full price. In this session, you'll learn how to create the best balance of inventory on your floor, the important reports and stats to monitor and the best realization I can give you about inventory.

### **Generate Reliable Revenue Every Month**

Candace D'Agnolo

From Netflix to Canva, your reservation software to wine of the month clubs, there are recurring business models everywhere!! It's time you get in on the action, too! In this session, learn my favorite examples of how pet businesses all over the country are using "subscriptions" to generate consistent revenue on a monthly basis.

### **Climbing the Customer Service Pyramid**

Candace D'Agnolo

Creating a consistent (and I mean every time with every customer) customer experience is your number one competitive advantage. But this experience doesn't magically happen. It is created by applying a set of fundamental principles to everything you do that touches your customer. In this session, you will learn how to apply the "Customer Experience Pyramid" to your business and ensure that your customers get the experience they deserve every time they engage with your pet business.

### **A Closed Mouth Doesn't Get Fed**

Candace D'Agnolo

While it may be kitchy marketing lingo, you certainly don't want to be your town's best kept secret. So many pet professionals get into the business because they are passionate about pets, but not so big into talking themselves up to get business. In this session, learn the 5 critical steps to ensuring you can pay your bills, feed your team and yourself.

### **Creating a Service Culture that Sells**

Candace D'Agnolo

Effective, customer-focused selling is not pushy or rude. Great selling is great customer service! This program will teach you a selling system that keeps your team focused on delivering an amazing customer experience. In this session, you'll learn how to effortlessly get every customer to their "Perfect Purchase. You'll have a strategy when a customer says, "Just looking!" Plus, get on the floor, on the fly coaching techniques every manager should know.

### **Benefits of Community & Coaching**

Susan Briggs MA, CPACO

Robin Bennett, CPDT-KA

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